

First 5 Commission of San Diego

January 23, 2012

Contract Extension: Regents of the UC-UCSD – *Kit for New Parents*

Request

The request before the Commission is to approve a six month contract extension with the Regents of the UC-UCSD from July 1, 2012 through December 31, 2012 to continue to provide distribution and support services for the *Kit for New Parents (Kit)*.

Background

The *Kit* was first released by First 5 California in 2002 and is a cornerstone of parent education that directly supports the healthy development and early learning of young children. The *Kit*, valued at approximately \$75 each, is available in English, Spanish, Cambodian, Mandarin, Korean and Vietnamese and is provided to counties by First 5 California at no cost. The counties have the responsibility for distributing the *Kit* to parents in their communities. In San Diego County, First 5 San Diego receives approximately 41,200 *Kits* per year and contracts for *Kit* distribution and support services and ensures that *Kits* are distributed to parents and relative caregivers of children 0-5. From January 2002 – December 2011, with the support of over 600 partners countywide, 400,320 *Kits* have been distributed in San Diego County. First 5 San Diego contracts with the Regents of the UC-UCSD for *Kit* distribution and support services in San Diego County. (See Attachment 1 for additional information.)

On February 5, 2007 (Item 7), the Commission approved the release of a Request for Proposals (RFP) for *Kit* distribution and support services. On May 14, 2007 (Item 8), the Commission approved the recommendation to award the Regents of the UC-UCSD the Distribution and Support Services contract for the *Kit for New Parents* for a total of five years. The contract is scheduled to end on June 30, 2012.

Justification for Contract Amendment

Extending the current contract with the Regents of the UC-UCSD for six months will allow Commission staff time to proceed with planning for the release of a new solicitation to be in compliance with County Contacting Policies and Procedures and thus allow current services to continue uninterrupted. One aspect of planning for this solicitation will be to analyze the results of a survey sent to current *Kit* partners to determine the most important support services to be continued and/or developed to maximize *Kit* distribution countywide.

Commission History

- June 2010 & 2011, Commission staff acted on the option years for a total of up to \$500,000 for FY 2010-11 and FY 2011-12 (totaling up to \$1,000,000) for UC-UCSD.
- September 11, 2009 (Item 1), the Commission approved the 5-Year Program Allocation Plan (FY 2010-11 through FY 2014-15) to set funding limits for First 5 programs during the five fiscal years. The total funding approved in the Plan for the *Kit* Years 4 & 5 (FY 2010-11 & FY 2011-12) is up to \$1,000,000.
- November 8, 2008 (Item 8), the Commission approved the release of \$687,000 for FY 2009-10 and allowed for a project-length (multi-year) contract for UC-UCSD.
- May 5, 2008 (Item 3), the Commission approved \$647,000 to UC-UCSD for FY 2008-09.
- May 14, 2007 (Item 8), the Commission approved the recommendation to award the Regents of the UC-UCSD the Distribution and Support Services contract for the *Kit for New Parents* for a total of five years. A total of \$607,000 was allocated for FY 2007-08.
- February 7, 2007 (Item 7), the Commission approved the release of an RFP solicitation for the *Kit* distribution and support services for 5 years, with funding up to \$1,941,000 for Years 1 – 3.

Link to the Strategic Plan

The *Kit* links directly to the Strategic Plan Family Objective to: *Increase the number of households with children ages 0 through 5 that regularly engage in age-appropriate parent-child activities that promote early learning.*

Link to Live Well, San Diego!

The *Kit* links directly to the *Live Well, San Diego!* Improve Access to Quality Care Objective to: *Leverage funds to improve access to quality care for residents.*

Staff Recommendations

- 1) Find that the proposed contract amendment with the Regents of the UC-UCSD to provide distribution and support services for the *Kit for New Parents* is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Approve a six month contract extension with the Regents of the UC-UCSD for up to \$200,000 as a project length budget from July 1, 2012 – December 31, 2012.
- 3) Authorize the Executive Director or her designee to negotiate and execute a contract amendment with the Regents of the UC-UCSD.

Fiscal Impact

Up to \$200,000 from the *Kit for New Parents* line item in the Commission's approved 5-year Program Allocation Plan for FY 2012-13.

Distribution and Support Services for *Kit for New Parents* Project Summary

<p>Contractor Name: Regents of the UC-UCSD</p>	<p>Approved Funding:</p> <ul style="list-style-type: none"> • FY 2011-12: Up to \$500,000 • FY 2010-11: Up to \$500,000 (27% decrease from last fiscal year) • FY 2009-10: Up to \$687,000 • FY 2008-09: Up to \$647,000 • FY 2007-08: Up to \$607,000
<p>Summary of the <i>Kit</i>: <i>The Kit for New Parents</i> [with an approximate value of \$75.00] is provided in English, Spanish, Cantonese, Vietnamese, Korean, and Mandarin by the First 5 Commission of California at no charge to the county First 5 Commissions. It is a resource to achieve the result that parents will have the information they need to support their child’s physical and social/emotional health, cognitive development and school readiness, and is available to parents and caregivers with children 0 – 5.</p> <p>First 5 San Diego supplements the English and Spanish First 5 California <i>Kits</i> with customized local resource information for parents and caregivers which includes a growth chart listing key milestones, book mark listing books for parents to read, and two pocket guides that provide child development milestones for children ages birth – 2 years and 2 – 5 years. Additionally, a Text4baby brochure outlining program information is included.</p>	
<p>Statement of Work Summary: The Contractor’s core required services include, but are not limited to:</p> <ul style="list-style-type: none"> • Develop and implement effective methods to annually distribute and track distribution of up to 41,223 <i>Kits</i> throughout San Diego County in all available languages • Coordinate with 211 for San Diego <i>Kit</i> distribution to parents and caregivers calling the Commission’s warm line • Provide training and support to all local partners • Develop and implement ongoing community awareness and distribution plans with focused partners countywide • Implement and maintain support services to weave the distribution of the <i>Kit</i> into all Commission initiatives • Maintain a <i>Kit</i> storage and distribution center • Implement and maintain a data system that tracks <i>Kit</i> distribution, partner trainings, and other technical assistance provided to all partner organizations • Plan and Implement the local adaptation of the <i>Kit</i> in English and Spanish, and any future adaptations • Coordinate information with First 5 California and other counties regarding <i>Kit</i> distribution and training 	